

STAFF MEMO

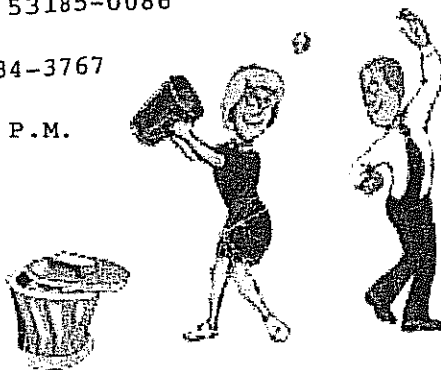
Letter #3

"Let's Be Honest - You've Thrown Away My Two Previous Letters ... Now It's My Turn To Throw This Letter Away To Get Your Attention!"

From: Dr. Nielsen's Staff
(just Miss Marie this time)
505 Aber Drive, P.O. Box 86
Waterford, WI 53185-0086

Phone: (262)-534-3767

Thursday, 3:33 P.M.



Miss Marie takes a few minutes to crumple this special letter and stuff it into the cute little trash can that arrived in your mailbox today. There is still time to get your next office visit absolutely free!

Dear Friend:

Hi! It's me again, Miss Marie, and I'm ready to make you one one final offer before I take this little puppy "off the table" once and for all. Man, you guys are tough, so...

Here's the deal: You get a no-strings attached, absolutely no-obligation, and "nothing up my sleeves", **FREE Office Visit** (a \$50 value) ...AND... you can also send a family member (or, a close friend) to our office to take advantage of our current **\$25 New Patient Special** as we are now taking referrals again (a \$50+ value).

Miss Stefi says anyone who doesn't respond to this final offer will be removed from our mailing list. Miss Stefi is the "Bad Cop" here. I am always the "Good Cop", ya know. Ok, I don't want Miss Stefi to scratch you off our mailing list because we have some exciting offers coming your way very soon. I'm betting you'll call me ...or her... (Miss Stefi) now at (262)-534-3767 to book your next appointment because you are the BEST!

Thanks a million,

Call Now!

Miss Marie



Phone: (262)-534-3767



P.S.#1: Ok, let's wrap-up these super deals right now: #1) one **FREE** office visit for you with no surprises ...And... #2) the "\$25 New Patient Special" for your family members (or close friends) that includes everything (consultation, exam, any necessary x-rays, soothing therapies, and your first gentle treatment) -- Please use the enclosed coupons for these two deals.

P.S.#2: Your free office visit and the "\$25 New Patient Special" both expires at noon: **FEB 11 2010**

P.S.#3: Please don't let Miss Stefi scratch you off our mailing list. Call today for your appointment!

P.S.#4: Oh my, you simply can't throw this letter away again. Please gimme a jingle right now ... Bye!